

**AMENDMENTS TO THE DRAWINGS**

Applicant submits nine sheets of replacement drawings (FIGS. 1-7E, attached hereto) representing a complete set of formal drawings to address purported informalities indicated on the "Notice of Draftsperson's Patent Drawing Review" (PTO-948).

**REMARKS**

In response to the Office Action mailed October 30, 2006, Applicant respectfully requests reconsideration. To further the prosecution of this application, amendments have been made in the specification, drawings and claims, and each of the rejections set forth in the Office Action has been carefully considered and is addressed below. The claims as presented are believed to be in condition for allowance.

Claims 1-46 were previously pending in this application. Claims 1, 2, 4, 5, 8, 18, 19, 21, 22, 25, and 35 are amended herein. No claims are added or canceled. As a result, claims 1-46 remain pending for examination, with Claims 1, 18 and 35 being independent. No new matter has been added.

**Telephone interview with Examiner**

Applicant's representatives thank Examiner Fadok for the courtesies extended in granting and conducting a telephone interview on January 24, 2007. The substance of the interview is summarized herein.

During the interview, Applicant's representatives provided an overview of one embodiment of the invention which provides a method whereby a user may, with a single indication, select an item for purchase from a web site and specify the quantity of the item that is to be purchased (see, e.g., Applicant's specification at p.5, lines 31-33). By way of background, Applicant's representatives explained that conventional web sites require a user to first indicate that an item is selected for purchase, and then specify a quantity for purchase (p. 2, lines 27-28). These arrangements can unnecessarily increase the time and energy required to complete a transaction (p.2, lines 29-31). For example, requiring a user who visits a web site periodically to perform repetitive transactions to separately indicate that an item is selected for purchase, and specify a quantity for purchase, can unnecessarily increase the time and effort required to complete each transaction (p.2, lines 31-33). Also, these arrangements can be confusing for a user, since (s)he may erroneously assume that if (s)he specifies a quantity but does not separately indicate that the item is selected for purchase, the site will "understand" that she wishes to select the item (p.3, lines 4-7).

Accordingly, a technique is provided whereby a user may, with a single indication, select an item for purchase and specify the quantity for purchase. The Examiner indicated an appreciation for the manner in which the claimed invention distinguishes over the prior art of record.

The Examiner and Applicant's representatives then discussed amendments which could clarify the manner in which the claimed invention distinguishes over the asserted reference. The Examiner suggested amending the independent claims to require that an input mechanism be *automatically* populated with a quantity value *at a time when* a user indicates when an item is selected for purchase. In this response, the independent claims have been so amended.

#### Amendments To The Specification

The specification is amended herein to correct several typographical errors. Specifically, the paragraph starting at p.13, line 12 is amended to refer to reference numeral 610 rather than 615. Similarly, the paragraph starting at p.15, line 27 is amended to refer to reference numeral 455 rather than 465. As these amendments merely remedy errors in the specification as filed, they introduce no new matter.

#### Amendments To The Drawings

Formal drawings are submitted herewith to correct purported informalities indicated in the "Notice of Draftsperson's Patent Drawing Review" (PTO-948). Favorable consideration of attached replacement sheets 1-9 (representing FIGS. 1-7E) is respectfully requested.

#### Claim rejections under 35 U.S.C. §102(e)

Claims 1-12, 18-29 and 35-42 are rejected under 35 U.S.C. §102(e) as being purportedly being anticipated by U.S. Publication No. 2004/0186788 to Czuchry, Jr. et al. (Czuchry). As discussed further below, these claims patentably distinguish over Czuchry.

A. Claims 1-17

As amended herein, claim 1 recites a method comprising, *inter alia*, serving content to a client component. The content contains at least one command which, when executed, causes an input mechanism to be *automatically populated with a quantity value at a time when a user indicates that an item corresponding to the input mechanism is selected for purchase*.

Czuchry fails to disclose or suggest a method satisfying all of the limitations of claim 1. Czuchry discloses a system which tracks a customer's usage of certain commodity goods, and sends the customer an e-mail reminder when the system determines that the customer is about to run out of one or more of the goods (¶[0006]). In the system of Czuchry, the user selects particular goods to be reminded about using the chart depicted in FIG. 3 (¶[0024]). This chart includes a pre-populated re-order quantity 54 for each item, which the user may update (¶[0024]). When the system determines that the user is about to run out of one or more items, the reminder report shown in FIG. 4, which includes a pre-populated quantity value 76 equal to the quantity 54 shown in the chart of FIG. 3, is sent to the user (¶[0025]). If the user selects an item for purchase, the report shown in FIG. 5, indicating the quantity value 76 shown in the reminder report of FIG. 4, is sent so that the user's order can be fulfilled (¶[0030]–[0031]). Thus, in the system of Czuchry, various forms are presented to the user, each including pre-populated quantity values. Czuchry fails to disclose or suggest automatically populating a quantity value at a time when the user indicates that an item is selected for purchase, as required by claim 1.

Accordingly, claim 1 patentably distinguishes over Czuchry, such that the rejection of claim 1 under 35 U.S.C. §102(e) as purportedly being anticipated by Czuchry should be withdrawn.

Claims 2-17 depend from claim 1 and are allowable for at least the same reasons.

B. Claims 18 – 34

As amended herein, claim 18 recites a computer-readable medium encoded with instructions which, when executed, perform a method substantially similar to the method of claim 1. For the reasons discussed above with reference to claim 1, claim 18 patentably distinguishes over Czuchry,

such that the rejection of claim 18 under 35 U.S.C. §102(e) as purportedly being anticipated by Czuchry should be withdrawn.

Claims 19-34 depend from claim 18 and are allowable for at least the same reasons.

C. Claims 35-46

As amended herein, claim 35 recites a server component comprising, *inter alia*, a content controller for serving content to a client component. The content contains at least one command which, when executed, causes an input mechanism to be automatically populated with a quantity value at a time when a user indicates that an item corresponding to the input mechanism is selected for purchase.

It should be appreciated from the discussion above relating to claim 1 that Czuchry fails to disclose or suggest a server component which meets the limitations of claim 35. Accordingly, claim 35 patentably distinguishes over Czuchry, such that the rejection of claim 35 under 35 U.S.C. §102(e) as purportedly being anticipated by Czuchry should be withdrawn.

Claims 36-46 depend from claim 35 and are allowable for at least the same reasons.

**CONCLUSION**

A Notice of Allowance is respectfully requested. The Examiner is requested to call the undersigned at the telephone number listed below if this communication does not place the application in condition for allowance.

If this response is not considered timely filed and if a request for an extension of time is otherwise absent, Applicant hereby requests any necessary extension of time. If there is a fee occasioned by this response, including an extension fee, that is not covered by an enclosed check, please charge any deficiency to Deposit Account No. 23/2825.

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